

# Discover the secret to a more productive and motivated mobile workforce

Learn how to empower your estate agents when working on the go



# Mobile working is a reality

A range of factors are driving the trend towards increased mobile working:



Increased adoption of smart devices



More reliable high-speed connectivity



Demographic changes in the workforce



Changing employee expectations around work-life balance

However, too many businesses are failing to help their mobile workers to be as successful as they could be.

Being effective and productive away from the office is about more than simply having a smartphone and a laptop. It's about having access to the right tools, the right information and the right contacts – all in a format that meets the particular challenges of the mobile worker.

See inside to discover:

How ineffective enablement impacts your mobile workforce

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Key mobile enablement considerations

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Recommended tools that mobile workers need to optimise their effectiveness

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How converged communications can enable mobile workers

# The cost of ineffective mobility

Mobile workers still face incredible challenges and frustration when they don't have the right tools to keep them aligned with the rest of the organisation.

## Ineffective mobility hurts employees and business results:

- Poor service delivered to customers
- Important decisions delayed
- Increased risk of security breaches
- Loss of valuable information
- Lower job satisfaction
- Feelings of exclusion
- Lower productivity

33%

of workers cite poor communications as their greatest challenge when mobile.<sup>1</sup>

80%

of workers feel it's harder to work in mobile teams.<sup>1</sup>



# What will help your mobile workers?

Enabling mobile workers to be truly effective relies on equipping them with the right tools for the job.

So what aspects of their work do you need to think about? Below are a number of key areas that any business with a significant proportion of mobile workers should be considering:



Contactability



Separating personal and business



Access to information



Full communications functionality



Ability to collaborate



Access to contacts



Personalising the experience



Compliance requirements



Cost control

# How to maximise business performance and mobile productivity

Things to consider:

## Contactability

Are employees easy to reach when they're mobile?

Do customers have one number access to mobile employees?

Do employees have quick access to subject matter experts?

Is the availability status of office workers easy for your mobile workers to see?

## Access to information

Do employees have easy access to corporate directories and business applications from their mobile devices?

Do employees struggle to find key information when they need it while mobile?

How effectively is the information presented to them on their smartphone or tablet?



### Full communications functionality

Do mobile employees have access to key business features, such as conferencing and transferring calls?

Are employees using non-IT approved business apps because they lack the tools they need while mobile?

Are you able to record all calls, including those made on a mobile device ?

### Personalising the experience

Are the tools you provide flexible enough to adapt to different employee needs and device preferences?

### Work/life balance

Do your tools support work/life balance to improve employee retention and satisfaction?

Are your employees able to effectively handle business calling from their personal mobile device?

### Cost control

Are your mobile employees able to make business calls over the most cost-effective network?

How do employees separate business from personal calling from the same mobile device?

# Cloud communications offer significant advantages

Today's Cloud communications solutions enable companies of all sizes to enjoy next generation communications and collaboration, without the cost and complexity of a premise-based PBX.

However, not all Cloud communications solutions are created equal. Businesses with a significant proportion of mobile workers should prioritise solutions that offer:

- Seamless user experience across all devices
- Better mobility
- Full fixed and mobile integration
- Support for multiple identities
- Flexible functionality
- Full visibility and control

Cloud communications enable you to deliver the seamless experiences that your employees and your customers now expect, and offer tremendous potential to improve mobile productivity.

# What do your mobile workers need to work smarter?

Here are the key features to look for to enable and empower your mobile employees:

## Seamless user experience

Businesses with mobile workers should look for solutions that offer a seamless communications experience across all channels, locations and devices. Key features to look for include:

- Seamless movement of calls between different devices (e.g. desk phones, desktop computers, laptops and mobile phones).
- A single interface to manage all communications and collaboration – e.g. voice, video, messaging, content, tasks.
- Automatic synchronisation of contacts and information across devices.





## Comprehensive collaboration tools

Effective collaboration tools close the gap between mobile and office-based colleagues, reducing delays and improving outputs. Key features to look for include:

- Persistent workspaces that make it easy to communicate, share and assign tasks across a team.
- Easy sharing and updating of files between colleagues.

## Optimised for mobility

The productivity and motivation of mobile workers can be significantly enhanced by providing intuitive, easy-to-use, context-aware apps designed around their specific needs – significantly reducing the time they spend searching for information across different applications. Key features to look for include:

- Embedded contextual intelligence, which enables employees to be automatically presented with relevant information based on what they're doing at the time – filtered by contact, topic or information type.
- Integration of data from multiple cloud applications (business productivity applications, customer relationship management, social networks, content) within their mobile app – so the information they need is easily accessible.
- Easy access to conference calls and collaboration sessions functionality, eliminating the need for employees to use bridge numbers and passcodes.

## Full fixed and mobile integration

Implementing a solution that offers full integration across fixed and mobile networks will help to deliver a seamless user experience and lower your costs. Key features to look for include:

- A single number for each employee that automatically routes calls to the right device.
- Business functionality from mobile employees' smartphones or tablets.
- A single dial plan covering all locations and employees.
- Free on-net calls between your employees, even when they're calling from their mobile devices.

## Flexible functionality

To cater for the needs of different types of employees, you need to ensure you have access to a flexible set of tools, which can support a diverse range of working patterns and device preferences. Key features to look for include:

- A choice of apps to reflect the different needs of office-based and mobile workers.
- Support for a range of smartphone, tablet and desktop devices.

## Support for multiple identities

To ensure your customers are always treated professionally while also protecting your employees' right to privacy and a work/life balance, you should implement solutions that are able to support separate business and personal identities. Key features to look for include:

- Support for multiple personas for each employee, enabling different rules and call handling features to be applied, depending on the type of call.
- The ability to present a business identity to a called contact even when calling from a personal device.
- The ability to place business calls from a personal device without the employee bearing the cost.

## Full visibility and control

To limit your risks you'll want to ensure you have full management visibility and control over how employees are sharing and storing company information. Key features to look for include:

- The ability to centrally control an employee's business identity and track their business activity.
- Mobile VPN support to protect access to your company network and valuable business information.
- Centralised storage of contact data and other business information, minimising the risk of valuable information being lost when an employee leaves.



# It's time to unleash your full business potential

Transitioning to a truly mobile-enabled cloud communications solution can help your business to unleash its full potential and deliver tangible business benefits:

- Higher productivity and responsiveness
- Increased employee morale and engagement
- Improved collaboration
- Higher client satisfaction and loyalty
- Lower security risks
- Lower operational costs



# Leverage the benefits of cloud communications

Cloud communications solutions offer the lowest risk option for securing the most advanced mobile communications capabilities to empower your mobile workforce. Make the move to a full cloud communication for your business and benefit from:



Leading cloud solutions



Improved mobile productivity



Anywhere access while mobile



Transformative mobile working experience



Get the information  
you need now by  
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